## **CENTERS FOR MEDICARE & MEDICAID SERVICES**

# **CONTINUING EDUCATION (CMSCE)**

# HEALTH DATAPALOOZA IV CE Activity Information & Instructions

# Information by Session

Introduction to New Payment Models and their Enabling Technology

The State of the Art – Enterprise Data Use at the Point of Care & The State of the Art –Data at the Point of Care

The Self-Tracking Data Explosion: What People are Doing, and What They Want

Use of CMS Data in Rapid-Cycle Innovation

Privacy Matters in Health Data Applications

Transforming Benefits Design & Delivery through the Analysis & Exchange of Personal Health Data

The Self-Tracking Ecosystem: Current Status, Future Directions

# Instructions for Continuing Education Credit

Learning Management System (LMS) Instructions

Registering To Take a Post-Assessment

Finding the Post-Assessment

Viewing Your Transcript and Certificates

Hardware/Software Requirements

CMS Privacy Policy

Help



# Information by Session

# Introduction to New Payment Models and their Enabling Technology

#### MON, 3JUN2013 1:30-2:30PM (Empire)

## **Activity Description:**

ACO (accountable care organization), PCMH (patient-centered medical home), bundled payment, DPC (direct primary care coalitions) - what payment and delivery system innovations are behind these oft-used but poorly understood acronyms, and why is health information technology (IT) key to their success?

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this session, participants should be able to identify Accountable Care Organizations (ACOs), Patient-Centered Medical Homes (PCMHs), and Direct Primary Care Coalitions as new payment and care delivery models supported by CMS.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### Jon Blum

Jonathan Blum, Acting Principal Deputy Administrator and Director of the Center for Medicare at the Centers for Medicare and Medicaid Services (CMS), is responsible for overseeing the regulation and payment of Medicare fee-for service providers, privately-administered Medicare health plans, and the Medicare prescription drug program. The benefits pay for health care for over 50 million elderly and disabled Americans, with an annual budget in the hundreds of billions of dollars.

Over the course of his career, Jonathan has become an expert in the gamut of CMS programs. He served as an advisor to Senate Finance Committee members and its current chairman, Sen. Max Baucus, where he worked on prescription drug and Medicare Advantage policies during the development of the Medicare Modernization Act. He focused on Medicare as a program

analyst at the White House Office of Management and Budget. Prior to joining CMS, Jonathan was a Vice President at Avalere Health, overseeing its Medicaid and Long-Term Care Practice.

He holds a Master's degree from the Kennedy School of Government and a BA from the University of Pennsylvania.

Mr. Blum has nothing to disclose.

#### Ron Ozminkowski

Ron Ozminkowski is Senior Vice President and Chief Scientific Officer at Optum, where he leads healthcare analytics in support of Optum's client relationships. He is internationally recognized as an expert in the evaluation of health and productivity management programs and has published widely on these and related issues.

Before his current role Mr. Ozminkowski was Vice President for Research and Development in the Advanced Analytics Group at Optum, where he built and led a research and reporting group serving employer and payer clients.

Before coming to Optum, Dr. Ozminkowski served as Director of Health & Productivity Research at The Medstat Group and as Associate Director of the Institute for Health and Productivity Studies at Cornell University. He also served as Senior Economist at Abt Associates Inc. and as Research Fellow at the National Center for Health Services Research and the Agency for Healthcare Policy and Research. His teaching experience includes work as Visiting Instructor in Health Economics at Eastern Michigan University and at Mercy College of Detroit.

Mr. Ozminkowski has disclosed that he is an employee and shareholder of United Health Group.

#### Dr. Sam Nussbaum

Dr. Nussbaum has served as Chief Medical Officer and Executive vice president of Anthem and WellPoint since January, 2000. From 1996-2000 he was executive vice president for System Integration at BJC Healthcare in St. Louis. After completing a fellowship in Endocrinology and Metabolism at Massachusetts General Hospital and Harvard Medical School, Nussbaum spent 20 years at Massachusetts General Hospital and Harvard as a basic science researcher, led the MGH Clinical Endocrine Group and advanced knowledge in the treatment of skeletal metastases, the measurement of hormones in blood, and the protein chemistry of parathyroid hormone.

Dr. Nussbaum has disclosed that he serves as a consultant to the KPMG Healthcare Advisory Board and is a WellPoint shareholder.

#### Dr. Benjamin (Jami) Doucette

 $\Box\Box$ 

Dr. Doucette has been employed by ModernMed, Inc., a DaVita subsidiary and a direct primary care company, from March 2007-Present as CEO. ModernMed was acquired by DaVita in January 2012 and is now a wholly-owned subsidiary.

Dr. Doucette has disclosed that he is a shareholder in DaVita.

#### **Credits Available:**

#### **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $\underline{1}$  AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

## **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

## **Accreditation Statements**

 $\mathbf{T}$ 

# The State of the Art – Enterprise Data Use at the Point of Care & The State of the Art –Data at the Point of Care

## MON, 3JUN2013 3:30PM-5:00PM (Empire)

## **Activity Description:**

The new delivery models have made it clear they need health information technology (IT) and data in order to succeed in providing high value health care. Many decision-makers and clinical staff are overwhelmed by or are looking for the evidence to support using the increasing amount and divergent types of data that can be leveraged at the enterprise level and point of care. Patient-generated data, open data streams, cost and quality information – how will it fit into the clinical workflow, and does it make a difference in operations and clinical outcomes? Join us for demos and a discussion of the state of the art.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this session, participants should be able to identify patient-generated data, open data, and cost and quality data as three different data streams that together can be incorporated into the clinical workflow.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

Janet Marchibroda Janet Marchibroda currently serves as the Director of the Health Innovation Initiative at the Bipartisan Policy Center (BPC), following two years serving as the Chair of BPC's Health Information Technology (IT) Initiative. Marchibroda also serves as Board Member and the initial Executive Director for Doctors Helping Doctors Transform Health Care. She previously served as lead for stakeholder engagement at the Office of the National Coordinator, Chief Healthcare Officer at IBM, Chief Executive Officer of the non-profit eHealth Initiative, Executive Director of Connecting for Health, Interim Chief Operating Officer of the National Coalition for Cancer Survivorship, and Chief Operating Officer at the National Committee for Quality Assurance.

Ms. Marichoba has nothing to disclose.

ПП

Jack Challis Mr. Challis is the co-founder of CliniCast, which builds risk scores, cost scores and workflow tools to help providers optimize outcomes and minimize costs. Mr. Challis has been employed by Archimedes, Inc. a spinout of Kaiser Permanente from September 2009-February 2012 where he was a product development scientist. Mr. Challis has a PhD in physics and has worked on a range of analytics, risk scoring and intervention modeling projects while at both CliniCast and Archimedes.

Mr. Challis has disclosed that he is a consultant for Physician Partners, HealthCare Partners, OmadaHealth, Biome Analytics, Azumio and shareholder of CliniCast, Inc.

**Jonathan Porter** Mr. Porter is the VP of Aetna health in Watertown, MA. Mr. Porter has disclosed that he is a shareholder of Healthcare Data Sys.

Graham Gardner Mr. Gardner is the Co-Founder and the CEO of Kyruus. Prior to Kyruus, he was a Venture Executive at Highland Capital Partners where he co-founded Generation Health and served as the company's Chief Medical Officer through the acquisition by CVS Caremark. Graham completed his clinical training in internal medicine and cardiology at Beth Israel Deaconess Medical Center and Harvard Medical School, where he also served as Chief Medical Resident. He is the author of several peer review articles and has served as a consultant to a number of leading pharmaceutical and medical device companies. Graham completed his BA and MD degrees at Brown University, and received his MBA from Harvard Business School. Mr. Gardner has disclosed that he is a shareholder of Kyruus, Inc.

**Allen Kamer** Mr. Kamer is one of Humedica's co-founders, launching the company in 2008. He presently serves as Vice President & General Manager of the Provider Business, where he oversees the company's provider business and products. He also manages Humedica's partnerships, including those with the American Medical Group Association and the West Health Policy Center.

Mr. Kamer has disclosed that he is a shareholder of ABBV, ABT, CERN, IBM. Additionally, he has a managed portfolio account in which the money manager acquires and trades securities, including health care properties, without my input. ABBV, ABT, CERN, IBM. Additionally, I have a managed portfolio account in which the money manager acquires and trades securities, including health care properties, without my input. Finally, my 401(k) consists of mutual funds that trade health care securities, without his input. He has also disclosed that United Healthcare acquired Humedica in January 2013, and he is an employee.

**Eric Page** Mr. Page Page is an entrepreneur with an extensive background in software, healthcare and venture capital. Before Amplify, Page was the co-founder and President/COO of REM Medical, a multi-state sleep disorders healthcare business that was acquired in September 2009. Prior to REM Medical, Eric spent two years with Allegis Capital, a \$500M venture capital firm, investing in software, hardware and business services start-ups. Early in his career, he was chief architect of a software development company in Washington, D.C., and an information technology consultant. He earned a Bachelor of Science degree in Systems

Engineering from the University of Virginia and an MBA from the Anderson School of Management at UCLA. In 2009 he won The Arizona Republic's "35 Under 35" award. An avid athlete, Eric has ridden his bicycle across the country and has completed many 24-hour mountain bikes races and triathlons, including Ironman France and Ironman Switzerland.

Mr. Page has nothing to disclose.

Madhu Nutakki Mr. Nutakki serves as the Vice President at Kaiser Permanente leading Digital Presence Technologies. In this role he leads the transition to the Digital across the Internet, Intranet, Mobile, and Social Channels for Kaiser Permanente. This includes strategies, delivery and engagement across Consumers, Providers and Workforce constituents. By using a variety of strategies including Mobile First, Cloud First, Incubation and Code-A-Thons he is accountable for accelerating adoption and increasing engagement across the digital channels. In his prior role as the VP for Systems Integration he led the Solution Design, Platform futures across Servers, Storage, Cloud, Virtualization, implementation of KP HealthConnect (KP EMR) and Continuous Availability of life critical systems. He was instrumental in leading the secure private cloud IaaS implementation. He is well known for his "art of possible" in turning innovation into production operations. He is a seasoned Health IT executive with expertise in implementation of large scale application and infrastructure deployments. He has a unique blend of being able to translate business language into IT lingo and is considered a trusted partner by business executives. Prior to KP Madhu had over 16+ years of multi-disciplinary leadership, managing delivery of architecture, integration, development, and deployment. He possesses solid management skills, capable of leading and motivating individuals to deliver complex projects and drive partnerships with business. He has built strong partnership with business eliminating disconnect with IT towards shared success criteria.

Mr. Nutakki has disclosed that he is an employee of Kaiser.

**Jason Bhan** Mr. Bhan is a physician and entrepreneur who is one of the co-founders of Medivo. Dr. Bhan is a board certified Family Physician and has continued to practice while being involved with HIT and the emerging uses of data to benefit healthcare.

Mr. Bhan has nothing to disclose.

**Noah Craft** Mr Craft is the Chief Medical Officer for Logical Images. He completed his Dermatology Residency at UCLA in 2005 and was a graduate of the prestigious STAR Program. He holds a Bachelor of Science from Brown University and attended UCLA for his MD and PhD degrees. In 2005, he completed the Diploma in Tropical Medicine and Hygiene at the London school of Hygiene and Tropical Medicine. Dr. Craft has been working with Logical Images on VisualDx for 10 years, originally as the Section Editor for Tropical, International, and Humanitarian Medicine.

Dr. Craft has disclosed that he is an employee of Logical Images, Inc.

Michael Long Mr. Long An entrepreneur in industries such as healthcare and financial services, Mr. Long has led teams that build Continuum, a multi-billion dollar global leader in insurance software and Healtheon/WebMD, the largest consumer health information and transaction clearinghouse. Today, Mr. Long is CEO of Lumeris, Inc., and Chairman of its parent organization, Essence Group Holdings Corporation, which operates Essence Healthcare, Inc. Essence operates healthcare's most effective virtual integrated healthcare delivery system (vIDN) for accountable care. Lumeris delivers technologies, methodologies and learnings to hospitals, payers and physicians committed to delivering high-quality, low-cost, high-satisfaction accountable healthcare services. Lumeris' purpose is to slow growth of healthcare's \$2.6 trillion expenses while simultaneously improving clinical outcomes and patient satisfaction.

Mr. Long has disclosed that he is an employee of Lumeris, Inc.

**Omri Gottesman** Dr. Gottesman has been employed by Mount Sinai Medical Center, a large academic health center, from September 2010 until November 2011 as a visiting fellow in Personalized Medicine and from November 2011 until present as faculty in the Department of Medicine.

Dr. Gottesman has disclosed that he is a Co-inventor of intellectual property related to 'personalized clinical decision support'. Not currently licensed and no financial compensation received; and shareholder of Ontomics Inc.

#### **Credits Available:**

#### **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $1.5 \, AMA \, PRA \, Category \, 1 \, Credit^{TM}$ . Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

#### **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

#### Accreditation Statements

# The Self-Tracking Data Explosion: What People are Doing, and What They Want

### TUE, 4JUN2013 1:30PM-2:30PM (Palladian)

## **Activity Description:**

Over the past half-decade, consumers have rushed to begin tracking their own health- and fitness-related data. From step counts to weights to fitness activities, Americans are amassing enormous stores of data that have the potential to motivate individual change as well as inform broader healthcare-related conversations. This panel will look at how consumers are tracking data, what they are already achieving with this data, and what their expectations are about how the data might be used in the context of more formal healthcare-related interactions and decisions.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this session, participants should be able to identify ways in which consumers are self-tracking health-and fitness-related data.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### Naveen Selvaudrai

Mr. Selvadurai is the Co-Founder of Fourquare, which allows users to share their real-time locations by "checking-in" at venues using an app on their smartphone. Mr. Selvadurai studied Computer Science at Worcester Polytechnic Institute in Massachusetts.

Mr. Selvadurai has disclosed that he is a Foursquare shareholder.

#### Susannah Fox

Susannah Fox directs the health research portfolio at the Pew Research Center in Washington, DC. She combines traditional survey research with fieldwork in online patient communities, with a particular focus on people living with rare and chronic conditions.

Ms. Fox has nothing to disclose.

#### Jodi Daniel

Jodi Daniel has been employed by the US Department of Health & Human Services since 2001. She has been a Director for policy in the Office of the National Coordinator for Health Information Technology since 2005.

Ms. Daniel has nothing to disclose.

#### **Roger Magoulas**

Mr. Magoulas has been making public presentations, including conference sessions, videos, blog posts, research journals and podcasts on data topics since 2004. Since 2010, Mr. Magoulas has been focused on how to gather and organize existing and new sources of health-oriented data to foster new types of research that can improve health outcomes and address health care cost issues. He has covered health data issues at the 2011 Strata conference, the 2012 HICCS, and the 2012 Strata Rx conference.

Mr. Magoulas has disclosed that is an employee of O'Reilly Media, Inc.

## **Credits Available:**

## **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $\underline{1}$  AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

#### **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

#### **Accreditation Statements**

 $\Box\Box$ 

# Use of CMS Data in Rapid-Cycle Innovation

## TUE, 4JUN2013 3:30PM-5:00PM (Diplomat)

## **Activity Description:**

The rapid proliferation of health data and improved usability has led to a sea change in how new health programs are designed, implemented and evaluated and in the speed in which innovation can occur. In this session, officials from the <a href="Centers for Medicare & Medicaid">Centers for Medicare & Medicaid</a>
<a href="Services">Services</a> and the Office of the National Coordinator for Health Information Technology will describe specific government programs or functions that rely on rapid use of data to support patient targeting, feedback and learning, and highlight developments in data use that will promote innovation to deliver higher quality care at lower costs to patients.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this, participants should be able to identify at least one government initiative that relies on rapid use of data to support the delivery of higher quality care at lower costs.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### Dr. Rocco Perla

Rocco J. Perla, EdD, a statistician and improvement advisor, is Director of the Learning and Diffusion Group at the Center for Medicare and Medicaid Innovation (CMMI) where he oversees the development of learning systems across the center's portfolio. Prior to joining CMMI, Dr. Perla was the founding Director of the Analytics Division at UMass Memorial Health Care, where he helped establish the systems first Innovation Center. Dr. Perla holds a B.S. in Health Sciences and an M.A. in Biology and completed his doctoral degree in Education and Measurement at the University of Massachusetts at Lowell. He completed post-graduate studies in Biostatistics at the Harvard School of Public Health and was a 2008-2009 George W. Merck Fellow at the Institute for Healthcare Improvement.

Dr. Perla has nothing to disclose.

#### Dr. Hoangmai Pham

Dr. Pham is a general internist and health services researcher who has led the design and implementation of models on accountable care organizations at the CMS Innovation Center since 2010. Dr. Pham now directs the Seamless Care Models Group at the Innovation Center, which also includes models on advanced primary care.

Dr. Pham has nothing to disclose.

#### Dr. Will Shrank

Dr. Shrank has been a leading national researcher using administrative data to support improved care at lower cost. Dr. Shrank led large research trials and a multidisciplinary research center at Harvard from 2005 until now, and recently spent two years leading the evaluation group at the Center for Medicare & Medicaid Services. At CMS, Dr. Shrank led the federal government's efforts to use data to support rapid improvement.

Dr. Shrank has disclosed research grants from CVS Caremark, Lilly, Teva, and the National Association of Chain Drug Stores.

#### **Farzad Mostashari**

Dr. Mostashari is currently the National Coordinator for Health Information Technology at the US Department of Health and Human Services, where he is directs the federal office that is responsible for overseeing the adoption of a nationwide health information technology infrastructure to improve health and health care efficiency.

Dr. Mostashari has nothing to disclose.

#### **Credits Available:**

#### **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $\underline{1}.5$  AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

#### **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

#### **Accreditation Statements**

 $\Box\Box\Box$ 

# **Privacy Matters in Health Data Applications**

## TUE, 4JUN2013 3:00PM-4:00PM (Congressional)

## **Activity Description:**

Technology can greatly facilitate the ability for clinicians and researchers to assess, store, and transmit clinical health data toward improving patient care. For example, <u>Blue Button</u> provides patients the ability to download their own electronic medical records and take it with them. Mobile apps and devices allow patients to assess health states, symptoms and behaviors that can be connected to health systems or records. In the United States, regulations exist to protect the privacy and security of this sensitive health information. This panel will discuss U.S. privacy and security regulation (e.g. the Health Insurance Portability and Accountability Act (<u>HIPAA</u>)) within the context of technology development for health applications and electronic health data. Four different perspectives will be provided: federal government, non-profit/advocacy, patient, and technology developer.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this presentation, participants should be able to identify the Health Insurance Portability and Accountable Act (HIPAA) as a federal regulation that ensures the privacy and security of certain health information with healthcare providers, and gives individuals rights with respect to their protected health information, including rights to examine obtain a copy of their health records and to request corrections.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### **Joy Pritts**

Ms. Pritts has been the Chief Privacy Officer at the Office of the National Coordinator for Health IT, US Dept. of Health & Human Services since February 2010. Prior to her current appointment, Ms. Pritts held positions at Georgetown University from 1999-2010 where she also held a joint appointment as a Research Professor at Health Policy Institute and a Senior Scholar at the O'Neil Institute for National and Global Health Law.

Ms. Pritts has nothing to disclose.

#### **Patrick Leonard**

Mr. Leonard is responsible for iTriage's overall technology vision and strategy, product software engineering, and system operations. To this role, Mr. Leonard brings a broad range of software and technology leadership in software applications and infrastructure. His experience includes software design and development, architecture, product management, international markets, public policy, professional services and product marketing. He is a recognized expert in the areas of web & mobile application development, parallel programming, and SOA, and has written and spoken in publications and events for Sun, Intel, Microsoft and IEEE/ACM Supercomputing among others.

Mr. Leonard also co-invented a patented implementation of content-based message routing. Before joining iTriage, he headed the software engineering division at Axion Health, and before that Rogue Wave Software. Prior to that, Mr. Leonard created the Web and E-business product line for J.D. Edwards (now part of Oracle) and designed and built custom enterprise systems for Accenture (formerly Andersen Consulting).

He serves on the advisory board for the University of Denver's College of Engineering and Computer Science and is co-chair of the Public Policy Committee for Colorado Technology Association.

Mr. Leonard has disclosed that he is an employee of iTriage, LLC.

#### **Sharon Terry**

Ms. Terry is the President and CEO of Genetic Alliance since February 2004. She is also the CEO of PXE International, a nonprofit organization she founded in 1995, dedicated to the disease pseudoxanthoma elasticum (PXE).

Ms. Terry has disclosed that she is a shareholder in Genomic Health, and a consultant to InVitae.

## **Credits Available:**

#### **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $\underline{1}$  AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

## **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

#### **Accreditation Statements**

 $\Box\Box$ 

# Transforming Benefits Design & Delivery through the Analysis & Exchange of Personal Health Data

## TUE, 4JUN2013 4:00PM-5:00PM (Empire)

## **Activity Description:**

New products and services are making it easier for people to gather information about their health, as well as share this information with providers and other health care stakeholders. Learn how health plans are looking at the future of consumer engagement and how new emerging sources and types of health data are being used to prevent and manage disease more effectively.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this session, participants should be able to identify emerging sources of health data that are being used to prevent and manage disease more effectively.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### **Martha Wofford**

Martha Wofford leads Aetna's company-wide CarePass platform, delivering simple solutions to help consumers navigate the healthcare system. The program reports to Aetna's Chairman and will deliver an ecosystem of apps powered by an open, digital platform, enabling consumers to control their data and manage their whole health. It also supports a developer community, to unleash their creativity in creating consumer solutions.

Prior to her current position, Ms. Wofford served as Head of Product and Strategy for Aetna's Middle Market, Small Group, Individual Pre-65, Medicare, Student Health, Voluntary and Direct to Consumer businesses. Immediately prior, Ms. Wofford served as the General Manager for the Northeast Region for Aetna's Consumer Segment, with full accountability for Profit and Loss. In that role, she was presented the top General Manager award for her performance. In addition in 2008, Ms. Wofford won the Aetna Chairman's Leadership Excellence award for her contributions to the company.

Prior to joining Aetna, Ms. Wofford was a consultant with Booz Allen Hamilton from 2000 to 2005, focusing on growth strategies in the healthcare and media industries. She served in the Clinton Administration for six years in communications and legislative positions in The White

House, USAID and USEPA. Ms. Wofford received an M.B.A. from the Kellogg School of Management at Northwestern University where she focused on Strategy and Managerial Economics, and a B.A. in History from Swarthmore College

Ms. Wofford has disclosed that she is an employee of Aetna.

#### Sherri Zink

Mrs. Zink has over 25 years of experience in the health care industry serving in multiple roles at two large national health care players, UnitedHealth Group (UHG) and CIGNA. Her background is primarily in the areas of clinical and financial data integration, clinical value based reporting, customer consultation and account management.

Prior to joining BlueCross BlueShield Tennessee (BCBST) in August 2010, Mrs. Zink served as vice president of clinical reporting and analytics for OptumHealth. In that role she was responsible for establishing enterprise-wide clinical reporting solutions for pre-sale analytics, value measurement analytics and customer reporting.

Mrs. Zink has been employed by BCBST, from August 2010 to present, as VP, Medical Informatics.

#### **Credits Available:**

#### **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of  $\underline{1}$  AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

#### **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

#### **Accreditation Statements**

# The Self-Tracking Ecosystem: Current Status, Future Directions

TUE, 4JUN2013 2:30PM-3:30PM (Palladian)

## **Activity Description:**

The rush of consumer interest in self-tracking is, in a large part, due to the rapid growth of a robust ecosystem which makes collecting and analyzing the data simple and accessible to people on an individual level. With the availability of innovative consumer-level hardware, accessible APIs, and data-driven analytic platforms, it is now possible to envision ways in which all the various components of the ecosystem can be brought together to improve the health of the American people. This panel will look at how the producers in the self-tracking space see their roles in this larger picture, where they see possibilities of their data sets being able to interface with the more formal healthcare system and each other, and what they see as the future of self-tracking.

## **Target Audience:**

This activity is designed for data experts, technology developers, entrepreneurs, policy makers, health care system leaders, community advocates, and other stakeholders committed to supporting innovative applications of health and health care data.

## **Learning Objective:**

By the end of this session participants should be able to recognize various technology that can be used together to improve the health of the American people.

## **Speaker Bios & Disclosures:**

All planners and developers of this activity have signed a disclosure statement indicating any relevant relationships and financial interests. This activity was developed without commercial support.

#### **Marco Della Torre**

Mr. Della Torre is the founder of 3 consumer health startups and currently runs Science and Business Development for Basis Science. Basis has developed the world's most powerful sensor device and service, incorporating five biosensors with an ecosystem of mobile+web experiences that deliver lasting health through behavior change.

Mr. Della Torre has disclosed that is an employee of Science and Business Development for Basis Science

#### **Bill Day**

Bill Day joined RunKeeper as Platform Evangelist in 2011. He has since also taken on Platform Product Manager responsibilities. Mr. Day helps RunKeeper partners learn about and use the

Health Graph platform and related RunKeeper technologies. He also feeds developers' experiences and requests back into the RunKeeper team to continually improve the platform.

Mr. Day has disclosed that is an employee of RunKeeper and a consultant to O'Reilly Media.

#### **Elyse Kabinoff**

Elyse Kabinoff has been employed by MC10, a conformal electronics company, from June 2012-present as the lead in Product Marketing for Sports & Fitness. From January 2009 - May 2012, she was employed as a consultant for Vynamic, LLC, a healthcare management consulting firm, where she specialized in product launches for pharmaceutical companies. From July 2007 – December 2008, she held the role of Program Manager at Merrill Lynch, where she was responsible for the Analyst Training Program and the Technology College Graduate Development Program.

Ms. Kabinoff has nothing to disclose.

#### **Credits Available:**

## **ACCME Designation Statement:**

The Centers for Medicare & Medicaid Services designates this live activity for a maximum of 1 AMA PRA Category 1 Credit<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Credit for this course expires June 21, 2013.

#### **IACET Designation Statement:**

The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer .1 CEU(s) for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires June 21, 2013.

## **Accreditation Statements**

# **Instructions for Continuing Education Credit**

## **Learning Management System (LMS) Instructions**

In order to receive continuing education credits for eligible Health DataPalooza IV\_sessions, you must pass the session post-assessment and complete the evaluation. The Health DataPalooza IV continuing education post-assessments and evaluations are being administered through the Medicare Learning Network®. Each session that carries continuing education credits has its own post-assessment and evaluation.

#### Registering To Take a Post-Assessment

If you have previously taken Medicare Learning Network® (MLN) web-based training courses, you may use the login ID and password you created for those courses. If you are a new user, you will need to register.

## To register:

- 1. Go to <a href="http://go.cms.gov/MLNProducts">http://go.cms.gov/MLNProducts</a> on the CMS website.
- 2. Under "Related Links" click on "Web-Based Training (WBT) Courses".
- 3. Click on a course title (not the icon next to the title) to open a Course Description Window.
- 4. At the top of the Course Description Window, click "Register".
- 5. You will be redirected to a page that instructs you to enter an e-mail address and click "Submit."
- 6. The screen returned will read: No account was found matching your search criteria. Please click **here** to proceed with registration. Click the word "Here" to continue with registration. After completing this registration, you will be re-directed to your home page.

## To login if you already have an account:

- 1. Go to http://go.cms.gov/MLNProducts on the CMS website.
- 2. Under "Related Links" click on "Web-Based Training (WBT) Courses."
- 3. Click on a course title (not the icon next to the title) to open a Course Description Window.
- 4. At the top of the Course Description Window, click "Login."
- 5. Enter your login ID and password. You will be re-directed to your home page.

#### **Finding the Post-Assessment**

Once you are logged into the LMS:

- 1. Click on the Web-Based Training Courses link.
- 2. At the top of the page on the right-hand side, you will see "Topic." Scroll through the topics and select "Health Datapalooza" and click "Search."
- 3. Find the title of the session you attended and click on the title.
- 4. Scroll to the bottom of the page. Use the radio buttons to select Certification of Completion or Certificate of Continuing Education.

5. Click the "Take Course" button. The course will appear in a new pop-up window.

## **Viewing Your Transcript and Certificates**

- 1. Go to http://go.cms.gov/MLNProducts on the CMS website.
- 2. Click on Web-Based Training Modules link at the bottom of the page.
- 3. Click on the title of a course and click on Login.
- 4. Log in using your CMS LMS credentials.
- 5. To access your certificate, click on "My Homepage" in the left hand menu.
- 6. Click on "Transcript/Certificate."
- 7. Click on the Certificate link next to the course title. The course evaluation will display. Once you complete the course evaluation, your certificate will display.

## **Hardware/Software Requirements**

Please click here for hardware and software requirements

## **CMS Privacy Policy**

Please click here for CMS' Privacy Policy

## Help

For assistance, contact the CMSCE at <a href="mailto:cmsceae.com/cms.hhs.gov">cms.hhs.gov</a> via e-mail.